

### REMARKS

The Examiner has objected to claim 17 for the reason set forth in paragraph 2. Applicants have amended claim 17 as suggested by the Examiner. The Examiner has also rejected claim 32-34 under 35 USC § 112, second paragraph for the reasons set forth in paragraph 4. By this amendment, applicants have amended claim 32 to clearly state automatically forwarding a user on said personal computer to a remote computer site upon a predetermined action for viewing a product advertisement by said user. Thus, it is respectfully submitted that it is positively recited that the user will be viewing product advertisement at the site. Accordingly, it is respectfully submitted that this objection is no longer applicable.

The Examiner has rejected claims 1, 7, 8, 12, and 14-16 under 35 USC § 102(b) as being anticipated by Small (US 5791991) and claims 2, 10, 13, (14, 15 alternatively), 17, 22, 23, 25-34 under 35 USC § 103(a) as being unpatentable over Small for the reasons set forth in the Official Action. Briefly, the rejection by the Examiner is the same as set forth in the previous Official Action. The Examiner responds to applicants' previous response by stating that "the user requests that the game be loaded for playing and the user is therefore responsible for supplying images from the storage medium to the PC game program client."

Applicants respectfully submits that the Examiner is incorrect in this assertion. Small does not teach or suggest that the user provides any image in any respect. Applicants specifically refers the Examiner again to column 5, lines 10-13 wherein it can be seen that wherein that the games are mapped to respective product categories or category numbers. See also columns 6, lines 6-34, column 7, lines 14-15 where the consumer selects eight of the product categories. Hereagain, it is the consumer that is selecting categories provided. There is no teaching or suggestion that the consumer provides images that are in any way used as a part of the game. The statement by the Examiner "the user is therefore responsible for supplying the images form the storage medium to the PC game program client" is not supported by anything in the reference. Accordingly, the arguments submitted by the Examiner could not teach or suggest the invention. It is missing an essential element of the claimed invention. Absent the providing of

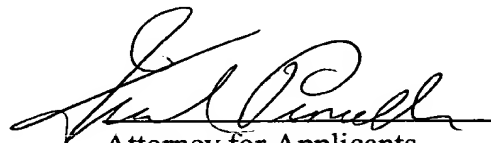
providing of this element, the present invention can not be anticipated or suggested by the prior art. In order to anticipate a claim, each and every element must be provided. In order to render a claim obvious, each and every claim must be illustrated as being taught or suggested by the prior art. In neither case does the prior art cited by the Examiner teach or suggest the providing of the game wherein the user is providing of the image that is utilized in the game as taught and claimed by applicants. Quite the contrary, what is taught is simply the providing of categories such as illustrated in Figs. 4 and 5 of the subject application. There is not teaching of providing of personal images that are used as part of the game as taught and claimed by applicants. See page 7, lines 5-13.

The Small reference is merely directed to providing categories that are supplied by the provider of the device. This is in total contrast with the present invention where images that are provided by the user are utilized in the game.

In view of the foregoing applicant respectfully submits that the application is in condition for allowance and such action is respectfully requested.

Attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page(s) is captioned **"Version with Markings to Show Changes Made"**.

Respectfully submitted,



Attorney for Applicants  
Registration No. 27,370

Frank Pincelli/djw  
Rochester, NY 14650  
Telephone: (716) 588-2728  
Facsimile: (716) 477-4646

**Version With Markings to Show Changes Made**

**In the Specification:**

The paragraph beginning on page 3, line 6 has been amended as set forth below:

--c. automatically forwarding ~~to~~ the user to a remote computer site upon playing or completion of said game.--

The paragraphs beginning on page 3, lines 18-25 have been deleted.

The paragraph beginning on page 3, line 16 has been amended as set forth below:

b. automatically forwarding a user on said personal computer to a remote computer site upon a predetermined action ~~so that said user can view~~ for viewing a product advertisement by said user.

**In the Claims:**

Claims 17 and 32 have been amended as set forth below:

17.(Twice Amended) A computer software product comprising a computer readable storage medium having a computer program which when loaded into a personal computer causes the personal computer to perform the following steps:

- a. locating and selecting at least one digital image supplied by a user and provided in a storage medium;
- b. incorporating said image in a game; and
- c. automatically forwarding ~~to~~ the user to a remote computer site upon playing or completion of said game.

32.(Twice Amended) A computer software product comprising a computer readable storage medium having a computer program which when loaded into a personal computer causes the personal computer to perform the following steps:

- a. locating and selecting at least one digital image supplied by a user and provided in said storage medium;
- b. automatically forwarding a user on said personal computer to a remote computer site upon a predetermined action ~~so that said user can view~~ for viewing a product advertisement by said user.

-End of document-